

# A study of goat meat (chevon) market value chains in Kumaon region, Uttarakhand State

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# Introduction

Livestock farming is an important activity performed in the state of Uttarakhand. It forms an integral part of the rural economy contributing to household income, asset, and family nutrition. Large populations and low productivity is the hall mark of livestock in Uttarakhand. Due to the hilly terrain and scarce resource availability the production in the State is quite low as compared to its potentiality. Over 80 per cent of the rural households own livestock and earn a part of their living out of them. Livestock production is the endeavor of the smallholders (marginal, small and landless) and over 80 per cent of all species of livestock in Uttarakhand are owned by them.

The recent livestock census 2007<sup>1</sup> shows that the total population of the livestock in the State is 79.95 lakhs including poultry. There has been a significant increase in the population of crossbred cattle and a marginal decline in the percentage of milch buffaloes. There has been a constant decline in the population of sheep since 1997 while goat population is increasing significantly, in spite of no encouragement for the development of this species due to environmental degradation. This has been totally market-driven as the demand for goat meat has been increasing over the years.

The major livestock produce in Uttarakhand are milk, meat, wool and eggs. Goat meat is more lean (low cholesterol) and relatively good for people who prefer low energy diets especially in summer and sometimes goat meat (chevon) is preferred over mutton because of its "chewability". Also there is no religious taboo against goat slaughtering as in the case of cattle and buffalo, so goat meat will continue to be in huge demand. Compared to sheep, goats are considered more economical and are easy to rear.

Despite the economic importance of goat rearing, its marketing is a major challenge for most of the farmers in hills. Sometimes, farmers are unable to sell their goats in time and often buyers underprice the goats. In such situations farmers are forced to sell goats at the price fixed by the buyer. The market is driven by traders which link butchers to producers. Distant mandis and nearby villages are the only source for goat procurement.

Value addition in the form of quality enhancement and processing or breed choice among farmers and butchers is very poor. Farmers are ignorant of meat quality and its value and the little profit earned is the only way for their livelihood. Traders seek maximum profits by supplying goats demanded by butchers, while a butcher prefers to have a goat from the plains that has more weight.

There are also invisible barriers to the entry of new players in the market. There are robust networks of traders and government is generally ignorant of ways to create new opportunities. To a butcher, it is an ancestral business rather than a good opportunity. The sector is now demanding support from the government and other development organizations for interventions that can strengthen the existing value chains and create opportunities for each of the value chain actors so that each actor can get benefit from goats, especially at farmer levels.

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<sup>1</sup> Government of Uttarakhand, Department of Animal Husbandry <http://shm.uk.gov.in/pages/display/6-state-profile>

## Goat sector in Uttarakhand

Goats are a versatile animal and a poor man's cow. Goats are considered as the ATM for the poor fulfilling immediate monetary needs of the household. They also play an insurance mechanism among poor and landless households. With less landholding, low investment and marginalized condition of farmers, goat rearing is one of the important agriculture enterprises particularly in the hills. There has been a lot of controversy in Uttarakhand State over the role of goats in ecological degradation in the form of loss to forest and shrubs.

Goats are basically reared for meat purpose, considering its traditional importance in the mountains; goats are also reared for sacrifice during festivals or consumed as meat by family members. According to the 2007 livestock census, the goat population in Uttarakhand was 11,84,401 and about 31% of the bucks are castrated which are specifically reared for meat purpose.

Apart from goat meat, meat from buffalo, sheep, pig and poultry are also consumed in the state. However, goat meat contributes the major share (54,38,600 kg) out of total meat production in the state during 2011-2012 and then beef, pork, chicken and mutton. This is 18% more than the production levels in 2010-11.

**Table 1: Yearly chevon production<sup>2</sup>**

Yearly chevon production (lakh kg)					
Year	Buffalo	Sheep	Goat	Pig	Poultry
2006-07	18.063	13.191	30.749	11.301	0
2007-08	21.497	13.529	29.914	12.982	0
2008-09	26.699	17.073	29.756	11.999	10.604
2009-10	30.003	16.235	29.181	12.182	11.033
2010-11	44.89	17.063	46.032	21.928	12.5
2011-12	43.817	18.112	54.388	23.007	18.171

Goat populations, average productivity and production levels greatly varied across the regions (Kumaon and Garhwal) of Uttarakhand. The overall goat population and production of Kumaon region is comparatively lower compared to the Garhwal region. From the total population, only 43% of the goats are in Kumaon region and 57% in Garhwal. Even though Kumaon region has comparatively lower goat population, Pithoragarh and Almora districts of this region has the largest goat population in the entire Uttarakhand state. Considering the chevon production levels in these two districts, meat production is very low with the region share only 27% and 73% in Garhwal.

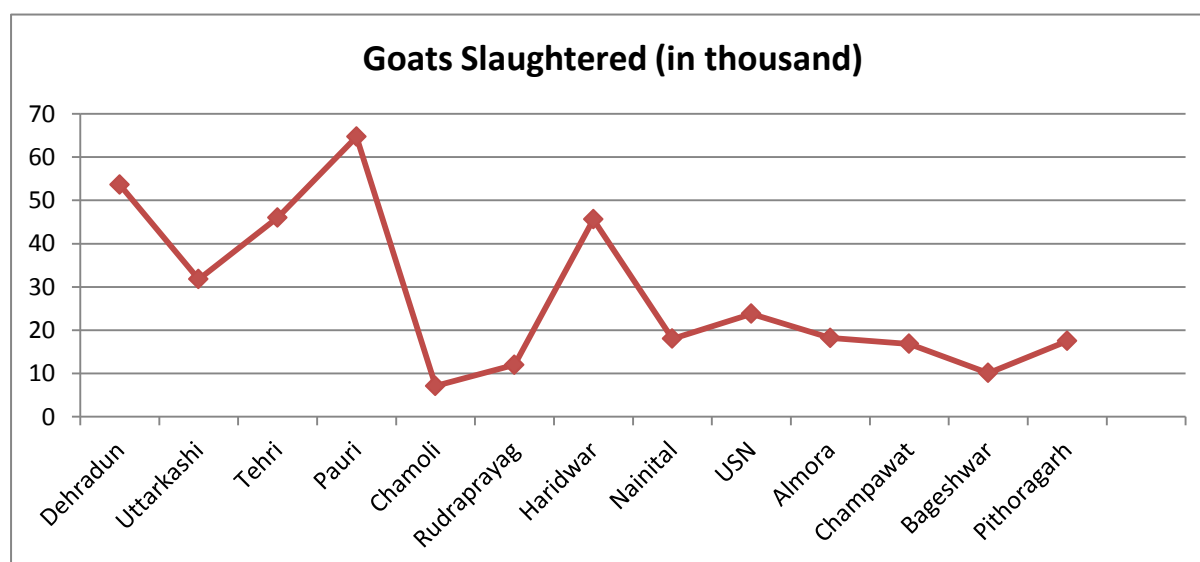
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<sup>2</sup> Uttarakhand Statistical Diary 2011-12 <http://ahd.uk.gov.in/pages/display/125--statistics-and-census>

**Table 2: District- wise goat population and meat production in Kumaon and Garhwal**

Districts	Goat Population (2007)	Meat productivity per goat (2011-12)	Total meat production (2011-12)
	No.	kg/goat	lakh kg
Pithoragarh	177529	12.929	2.264
Almora	186391	12.717	2.315
Nainital	83370	13.58	2.447
USN	66838	16.494	3.926
Champawat	65136	12.822	2.158
Bageshwar	85769	13.045	1.32
Kumaon	514128	13.6	14.43
Uttarkashi	100451	14.558	4.626
Chamoli	80648	15.815	1.125
Tehri	134245	14.476	6.659
Dehradun	126852	15.222	8.164
Pauhri	172976	15.693	10.149
Rudraprayag	28986	15.51	1.86
Haridwar	26115	16.168	7.373
Garhwal	670273	15.3	39.956
Total	1184401	14.5	54.386

In the year 2011-2012, some 3,65,284 goats were slaughtered in all 13 districts of Uttarakhand. In Kumaon region Uddham Singh Nagar reported the highest goat slaughtering followed by Almora, Nainital, Pithoragarh, Champawat and Bageshwar while in Garhwal region the highest slaughtering was reported in Pauri followed by other districts.

**Figure 1: District-wise goats slaughtered in Uttarakhand in 2011-12<sup>3</sup>**

<sup>3</sup> Animal Husbandry Department Uttarakhand, Estimated Annual Livestock Product 2011-2012

Comparing the two regions, in Kumaon region the total goats slaughtered in 2011-12 were 1,04,492 while in Garhwal 2,60,792 goats were slaughtered for meat consumption resulting in a larger share from Garhwal region.

## Goats slaughtered in 2011-12

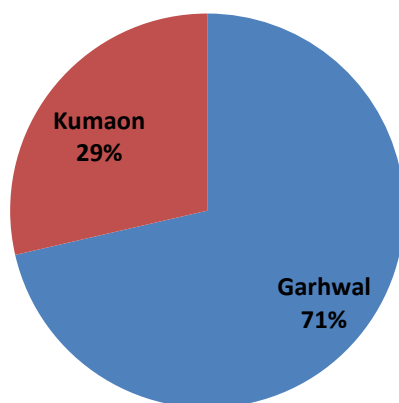


Figure 2: Contribution of Kumaon and Garhwal regions in goat slaughtering in 2011-12

## Meat production in Uttarakhand

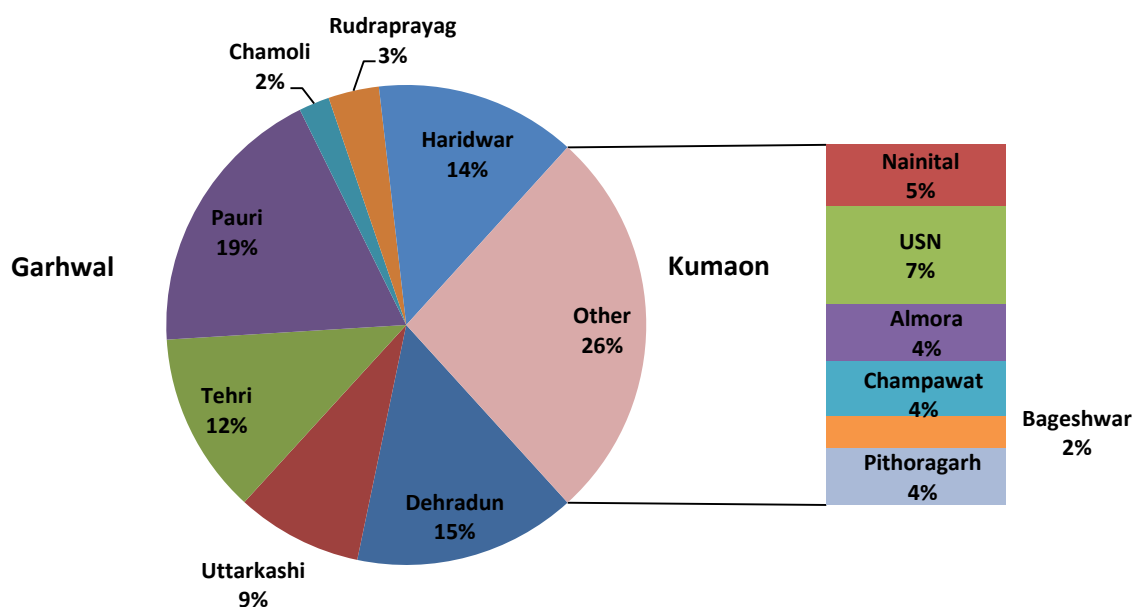


Figure 3. District and region meat production in 2011-12<sup>4</sup>

<sup>4</sup> Animal Husbandry Department Uttarakhand, Estimated Annual Livestock Product 2011-2012

## Scope of this study

This study focuses on existing goat value chains in the Kumaon region of Uttarakhand. The value chain refers to adding value with or without changing its composition to the product when supplied or transferred from one actor to the other. The various factors that are responsible for adding value to the product could be mode of transportation used, change in the form and quality of product, labour cost, opportunity cost, agent commission etc. In the entire value chain, value addition in the form of product quality enhancement is almost negligible which can directly influence its price range. Irrespective of meat quality, its pricing depends on the demand-supply, festivals, season etc.

The supply chain existing in tarai regions and in hills is entirely different. The study is based on the assumptions and interactions with the value chain actors viz. farmers, traders, butchers and consumers. It is important to note that there is not much difference in the number of value chain actors involved in each value chain but the value chain structure is different across the markets studied.

The study assumes its own classification, for classifying the types of chevon market located in the study locations. There are two types of chevon market existing: Scattered and Big markets. Some of the single butcher shops are located in the scattered form especially in Haldwani city; “Mangal Paraov” is the only big market in the city with 10 butcher shops. In Haldwani, 22 butcher shops exist. In Almora, there is no big market. There is usually 3-4 butcher shops located in small markets with a total of 13 butcher shops in the entire city. In Pithoragarh, 7 big markets exist with a total of 40 licensed butchers. Looking at the types of market and shops as Small, Medium and Large depending on the quantity of goats procured and sold as meat.

- 1) **Small butchers** slaughter 14 goats per week averagely weighing 10kg (98 kg meat).
- 2) **Medium butchers** slaughter 25 goats per week averagely weighing 12kg (210 kg meat)
- 3) **Large butchers** slaughter 40 goats per week averagely weighing 15kg (420 kg)



# Market value chains

## **Chevon market value chain in Haldwani**

There are about 22 licensed butcher shops located in the city which are registered under Haldwani municipality (Nagar Palika). Mangal Padaov is the only single big market where approximately 10 butcher shops are located and other butcher shops are located in different markets with approximately 1-2 butchers in each market.

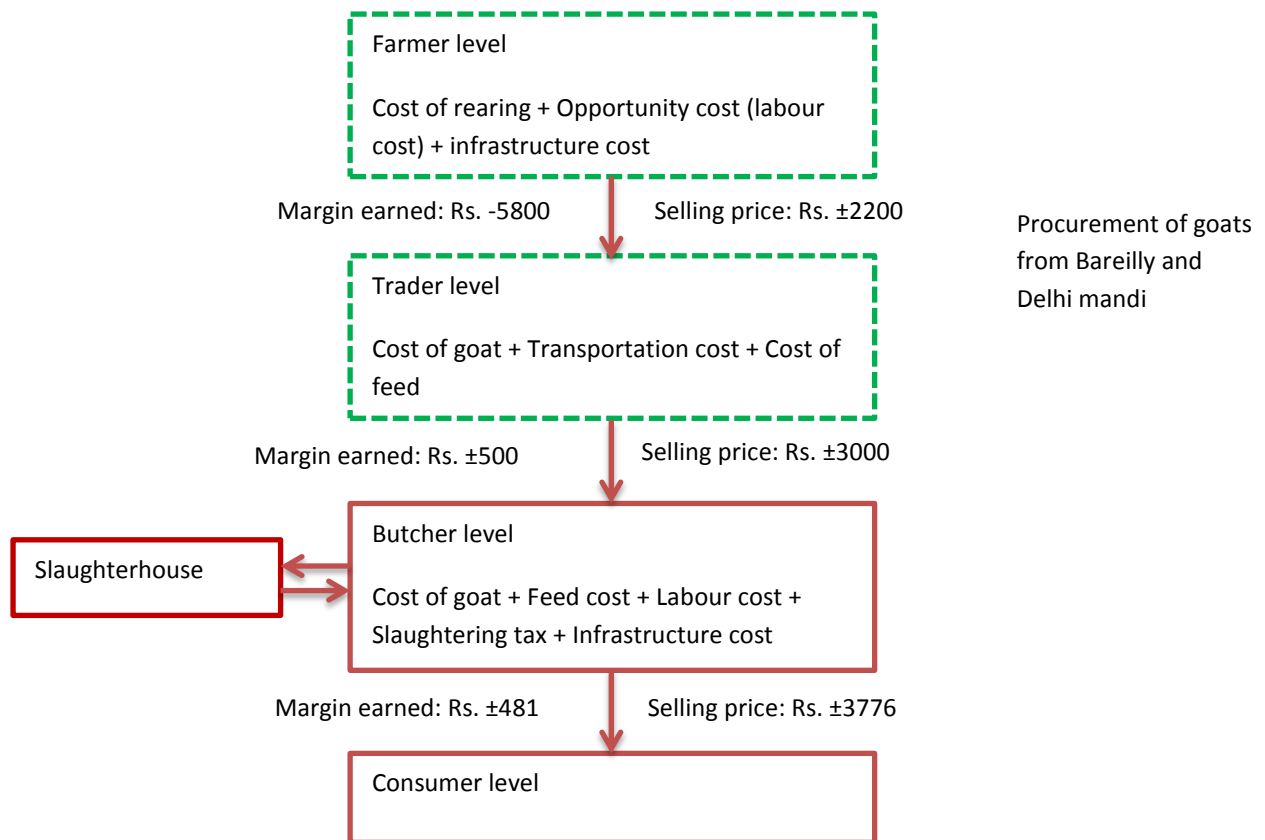
In Haldwani there is a daily market for goat meat which remains active throughout the year irrespective of season, festival etc. There is no weekly market or no special market set up during festive seasons. However demand varies per season and festival. Based on the population of Haldwani city, preferences in meat choice - jhatka or halal - is taken into consideration. Most of the population is Hindu so demand for jhatka is higher than for halal meat. In the Mangal Padaov market, 6 of the 10 butcher shops followed the jhatka process and 4 were for halal meat.

The situation in Haldwani is very different from other districts of Uttarakhand especially from the hills. The city neither gets supply from the remote locations neither from other nearby districts of Uttarakhand. As it is located in the tarai region and one of the main city of Nainital district, there is very limited goat farming in the vicinity. Goat supply in Haldwani is mainly from Bareilly (Uttar Pradesh), Delhi and about 5-10% is procured from Rudrapur. The inter-state supply indicates that the goats reared in the hills are not procured in the tarai region markets because they are not suitable for meat as these are in low body weight and high transportation costs. The study indicates that the goats reared in the hills are either consumed by households or sold in the nearby markets. The limited supply of goats from the hills is not even enough to meet the demand in hills.

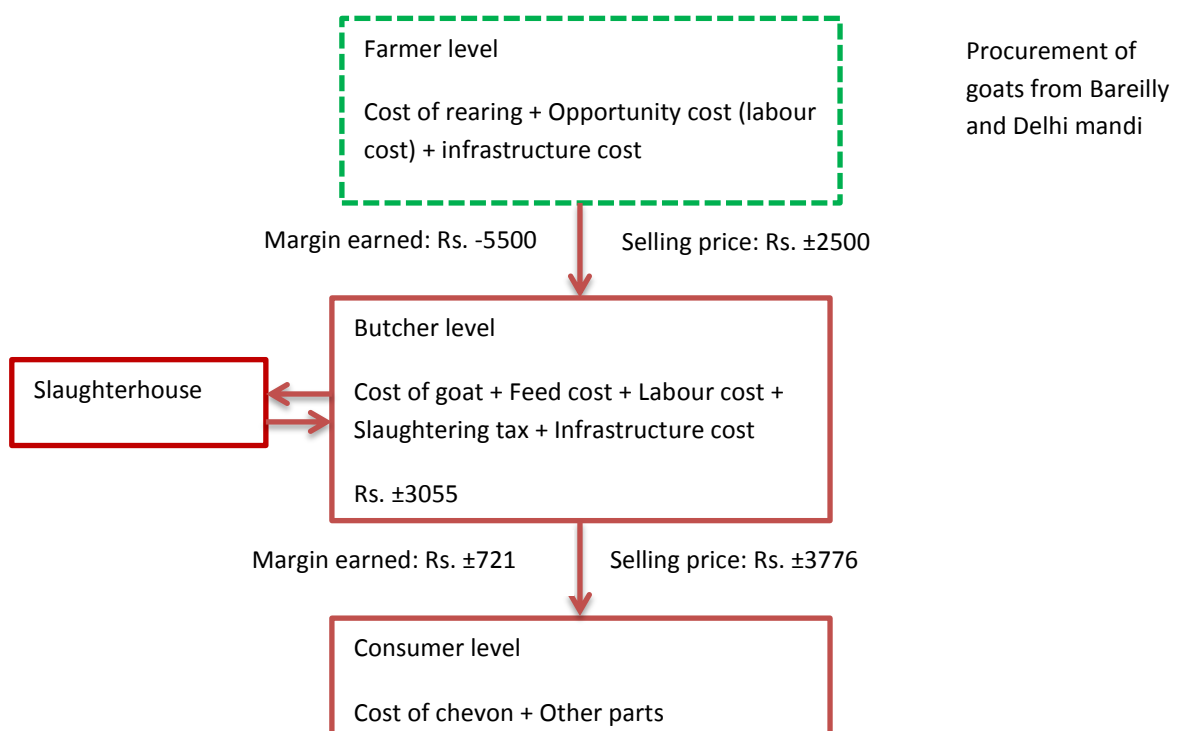
Butchers here are not running their business by choice but being an ancestral work they are continuing this business since past 40- 50 years. For most of the butchers especially the small butchers, this is the only source of their income while for big butchers this is the primary source of income though they prefer to do other business as well. In Haldwani, all three types of butchers exist, most are medium sized. The goats procured by butchers depend on the type of goat in demand by consumers. Even the butchers also seemed to have their own preferences while procuring goats for meat. Most of the butchers including small, medium and large procured local/desi breeds as, according to them, meat from these goats is of high quality, fetches good prices and the animals are easy to manage. Only about 2% of the butchers prefer Jamunapari which weighs around 18-20 kg because of heavy weight.

In Haldwani, two types of value chain exist. All types of butchers (small, medium and large) are dependent on traders for procurement of goats, while some medium and large butchers directly source from goat mandis in Bareilly (Uttar Pradesh) and Delhi. The prices and profits earned by each value chain actor vary considerably in both the value chains.

## VALUE CHAIN I



## VALUE CHAIN II



The butchers generally do not have to face too much competition on the pricing. A healthy buck meat is sold at a price Rs. 400/kg whereas a doe meat is sold for Rs. 360. The prices usually rise when there is less supply of goat from the mandis. However there is not much difference in the prices during high demand seasons or festivals. The table below depicts the prices of offal of a doe weighing 12 kg in Haldwani city.

**Table 3: Total income to butchers in Haldwani**

Procurement	2-3 goats/day	
Average weight of goat (kg)	12	
Carcass weight (70% of live weight)	8.4	
		Total
Price of meat (per kg)	360	3024
Liver (700gm/goat)	360	252
Intestine (1 kg/goat)	100	100
Head (per piece)	150	150
Legs (4)	150	150
Skin (per piece)	100	100
Total income/ goat		3776

The goat supply chain remains incomplete without the traders as they play a major role connecting producers (farmer) to buyers. They are the middlemen who greatly influence prices at farmer and buyer ends. For supplying goats to the buyers, traders usually take some commission towards their services from the buyers. This commission amount ranges from Rs 50 to 80 per goat, depending on demand and supply. In value chain I, butchers actually pay commission and a good margin to the traders. In value chain II, the traders are not involved and procurement is directly from farmers. In the latter case, farmers are also getting better prices while butchers are also paying less. This is win-win for both the parties. However, it is generally experienced by medium and large butchers who directly procure from Bareilly and Delhi mandi, while most depend on traders as they provide door-step services. Sometimes during transport one or two goats die which is a major loss for the butcher. To avoid this, most butchers prefer to procure goats from traders.

The analysis from farmers level should be considered differently as the maximum period in rearing and taking care is taken by the farmer which in monetary terms will appear to be at profit, but when considering the time taken and replacing it with the opportunity costs farmers operate at a huge loss. Considering both the value chains, in the second case farmers get better margins.

From the cost flowchart, it is observed that in Value chain I, traders get better margins than butchers while in Value chain-II, the margins earned by butchers is almost 40-50% higher.

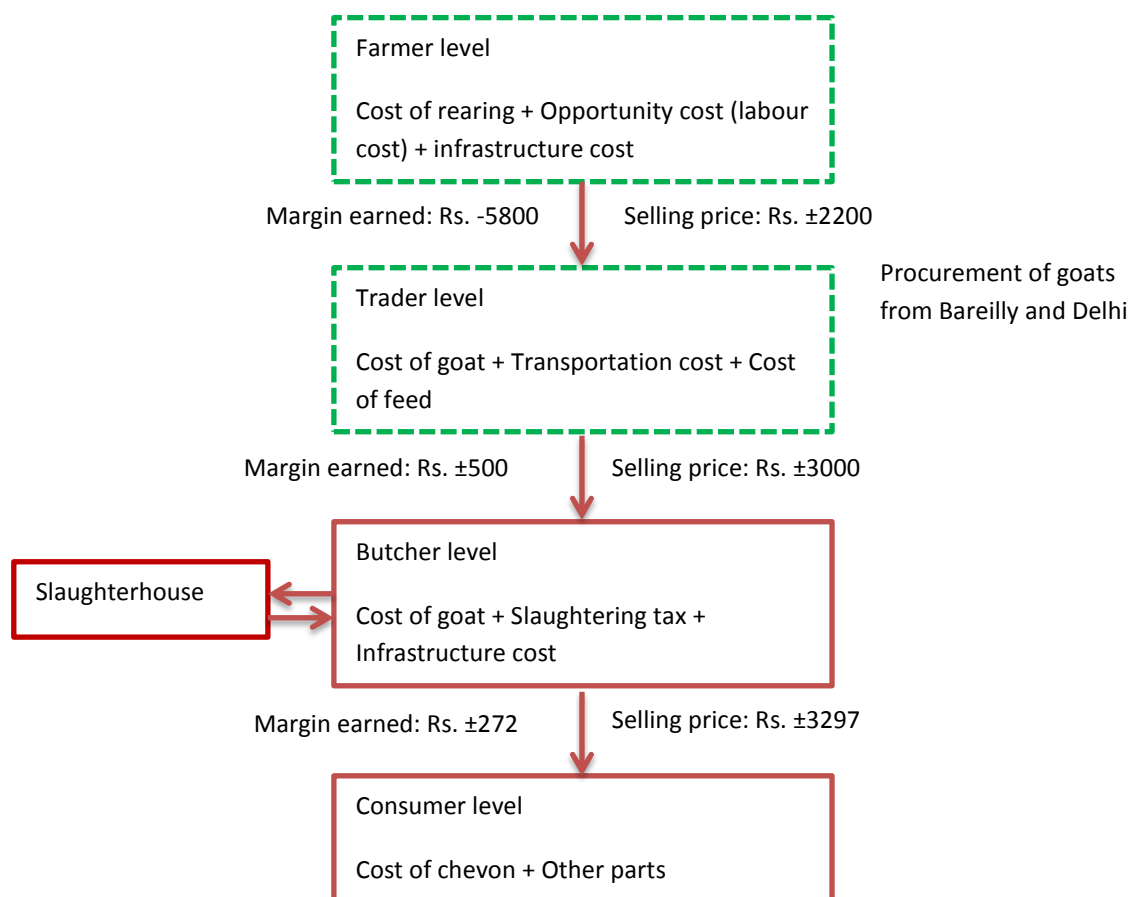
## Chevon market value chain in Almora

The meat market in Almora is a daily market which mainly consists of small butchers. There are about 20 meat seller shops in the city, most selling halal meat. The goats procured are mainly from the Bareilly and Delhi markets. Only about 30-35% of goats are procured from farmers in the hills. Meat of the hilly goats (Chaugarkha mix - local breed) is demanded among consumers but its supply is very limited. The butchers are not directly linked to the farmers and pay a high commission (Rs 50-70 per goat) to the trader. There are about 15-20 active traders that supply goats from outside mandis to the butchers in Almora.

Procurement is entirely from traders as they provide door-step services and therefore butchers are completely dependent on the traders for procurement. There is no specific breed demand in Almora market, majority of butchers are not even aware of other breeds. Observation is the only way by which farmers, traders and butchers assess the weight of the goat. For them a heavy goat is the best goat as it provides better margins. Usually goats supplied by traders from the plains (Bareilly and Delhi) are supplied at a cost of Rs. 3000- 4000 with average weight of 12-13 kg. Because of the good weight of the goats procured from plains they are considered best for selling in comparison to the hilly goats which have less weight. The butcher does not usually procure as per the demand as they are small butchers who have limited resources (labour, transport, their own purchasing power etc.). Each day, on average, they sell 2-3 goats which approximately range to 22-26 kg/ day (624-650 kg/month).

The flowchart below shows prices at different value chain actor levels

### VALUE CHAIN- I



There is no variation in meat prices even during the festival season. The price of meat at present in the market is Rs 320/Kg, however, the prices generally increase by Rs. 20- Rs. 30 per annum which is decided by the butchers' union and municipality (Nagar Palika). Castrated bucks are not sold in these markets as they do not provide good margins. They are mainly consumed in the villages or are used for religious sacrifices. Offal like liver, head, intestines and legs provide additional income. From a total weight of 12 kg, meat obtained is 8.4 kg which is sold by the butcher at the price of Rs. 2688. Other parts like intestines, liver, head, legs and skin provides additional income of approximately Rs. 600 (Table 4).

**Table 4. Total income to the butcher in Almora**

Procurement	2-3 goats/day	
Average weight of goat (kg)	12	
Carcass weight (70% of live weight)	8.4	
		Total
Price of meat (per kg)	320	2688
Liver (700gm/goat)	320	224
Intestine (1 kg/goat)	125	125
Head (per piece)	100	100
Legs (4)	80	80
Skin (per piece)	80	80
Total income/ goat		3297

Traders and butchers are earning profits, while the major share remains with the trader. This could be because butchers generally procure goats only through traders. In Almora, small butchers do not prefer to keep labour thus it is not possible for them to visit mandi and also to look after their shops. They seem therefore to be more interested in dealing with traders who provide door-step facility. The heavy dependency by butchers on traders for goat procurement sometimes creates scarcity in the market. During this period, butchers procure goats from nearby villages. The margins are lower in this case, because these goats of the hills are low in weight.

In this value chain, farmers don't get high margins and they even bear losses if one considers the opportunity cost for farmer to rear a goat. The cost-benefit analysis indicates that total costs incurred in rearing a single goat are around Rs. 600- 700 including costs of vaccination, treatment, and infrastructure, without adding the opportunity cost. Farmers generally feed home food waste and grasses and tree leaves from nearby forests, which is almost free. Coming to the opportunity costs, if a farmer spends 4-5 hours each day taking out goats for grazing, the total cost of labour would be Rs. 5400 per goat over a 9 month periods (Rs. 20 per goat per day<sup>5</sup>). The total cost of rearing goats, including labour for up to 9 months, will be Rs. 8000 per goat. This high investment with no profits is a major concern at the farmers' level.

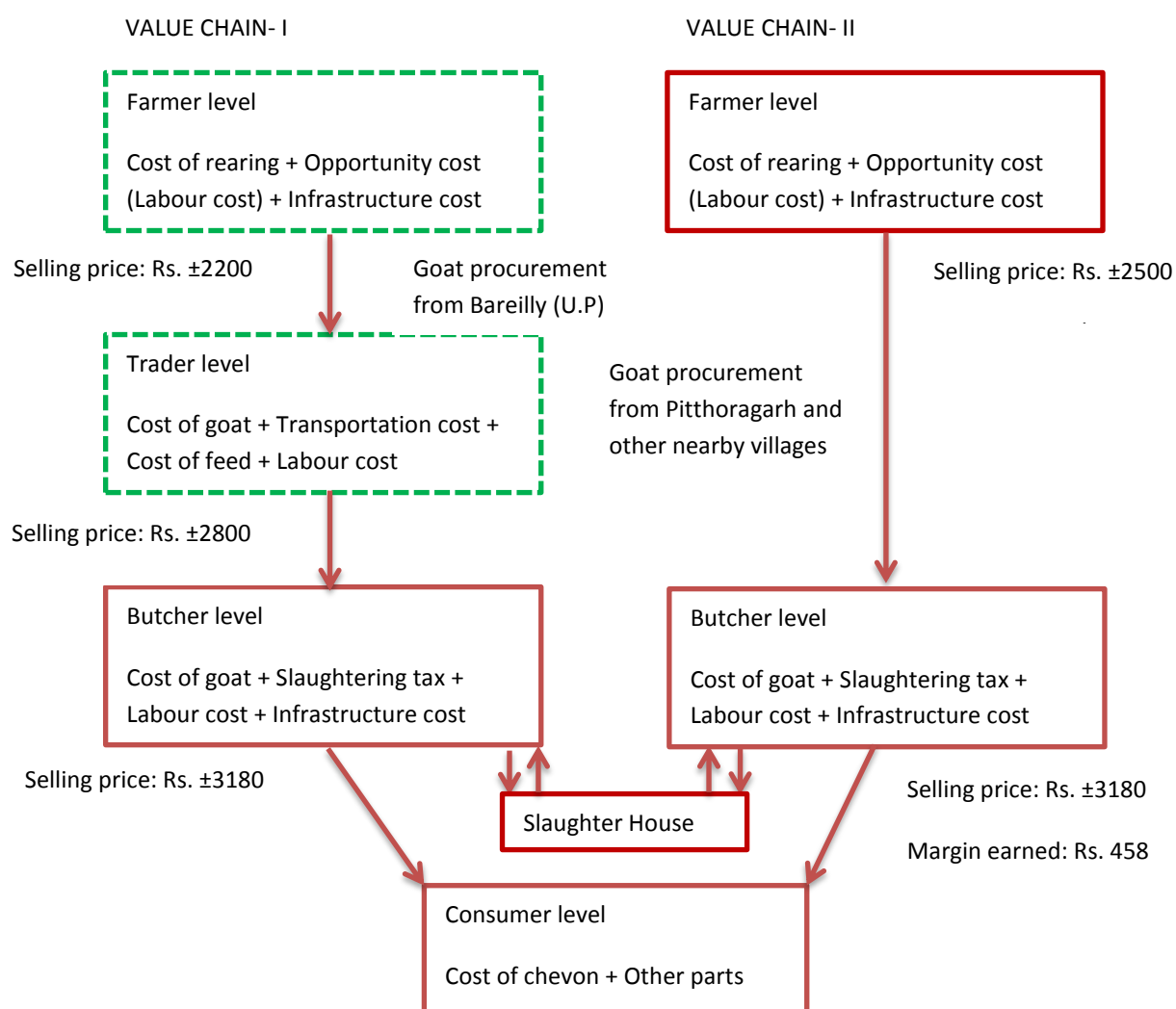
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<sup>5</sup> Generally farmers take care of goats for at least 9 months and then sell in the market as per the demand.

## Chevon market value chain in Pithoragarh

The meat market in Pithoragarh district is bigger than Haldwani and Almora. There are about 7 markets comprising 40 licensed butcher shops in the entire district. In a day, each butcher slaughters around 10-15 goats out of which 20% are procured from the hills and 80% from the plains, especially from Bareilly mandi. The goats procured weigh on average between 10 - 14 kg and bucks would weigh around 15 - 20 kg.

Though the population in Pithoragarh district is dominated by Hindu, halal meat is in huge demand among all segments and castrated goats for chevon are also in huge demand. The demand for chevon is more during winter and festivals but never creates a situation of scarcity. In January and during holy festivals the demand is quite low. Procurement of goats by the butchers is not demand driven but mostly depends on the available resources and purchasing power of the butcher. Usually the butchers slaughter only 2-3 goats based on consumption. Procurement is totally dependent on traders therefore, as in the case of Almora, absence of traders for long periods would bring losses to butchers. In such a situation, butchers procure goats directly from farmers in nearby villages. The chevon value chain in Pithoragarh is illustrated below.



For procurement, two preferences are taken into consideration: more weight and desi/local breed. Normally this is the case with every butcher in the plains and the hills. For goats from the plains,

butchers are totally dependent on traders. The procurement price depends on the live weight of the goat. A goat weighing 12 kg supplied from the plains cost around Rs. 2800, a goat of 20 kg costs Rs. 4000, while one from hills costs less than Rs 2500. The total income from the meat is Rs. 3180 with a profit of Rs 258 per goat. For each goat slaughtered, a butcher has to pay a tax of Rs. 7. The table below provides the details of income from offal.

**Table 5. Total income to the butcher in Pithoragarh**

Procurement	2-3 goats/day	
Average weight of goat (kg)	12	
Carcass weight (70% of live weight)	8.4	
		Total
Price of meat (per kg)	300	2520
Liver (700gm/goat)	300	210
Intestines (1 kg/goat)	150	150
Head (per piece)	120	120
Legs (4)	80	80
Skin (per piece)	100	100
Total income/ goat		3180

Despite the huge chevon market in Pithoragarh, total income and profits earned by the butcher is lowest in the case of the first chevon value chain. This can be due to low chevon prices when compared to Haldwani and Almora markets. Supply from the plains is not regular for which butchers are totally dependent on traders, therefore labour cost is an additional cost that butchers have to bear for procurement and taking care of the goats. Also the traders that supply goats from nearby villages charge as much as for goats that are supplied from plains, therefore sometimes butchers directly procure from farmers. While the demand of chevon is huge, it perhaps remains in competition with chickens whose demand in Pithoragarh is continuously increasing as it is easily available and is cheaper than chevon. This can also be the reason for the lower prices of chevon.

## Annex. Questionnaire 1

Type of Market			
Location			
Duration of market			
No. of butchers		Authorized butchers	
No. of goats butchered/day (Authorized)		No. of goats butchered/ day (Unauthorized)	
Quantity of goats (kg) butchered/ day (Authorized)		Quantity of goats (kg) butchered/ day (Unauthorized)	
Quantity of meat sold (Kg)/day - Authorized		Quantity of meat sold (Kg)/day- Unauthorized	
Price of meat/Kg (Authorized)		Price of meat/Kg (Unauthorized)	
Variation in Prices (Yes/No)		When	Buy how much
Selection criteria for purchase			
Meat demand is more when.....			
Any specific demand in meat	Male adult/Female adult/Specific breed/Young		
Value chain actors involved from producer to end consumer			
Approx. no. of traders			
Approx. no. of butchers			
Approx. no. of customers			
Preferences for halal meat? Quantity of halal meat sold?			
Preference of jhatka meat? Quantity of jhatka meat sold?			



## Annex. Questionnaire 2

Value chain actor	Farmer					
Name		Age	Phone no....			
Village		District				
Primary occupation		Sec. occupation				
Flock size						
Purpose for rearing			Since when?			
Which breed to you rear	Any specific reason for particular breed					
How much time spent in rearing/day						
Any issues while rearing						
What are the costs incurred (entire rearing cycle)	Feed		Health/Treatment		Vacci	
What is the mortality rate	Cause					
What do you do from dead goat	Is it of meat purpose or not?					
When do you market your produce						
Any value addition before selling						
Costs incurred in transporting						
At what cost goat/chevon are sold						
What are the factors that influence its pricing						
Who are your customer	Consumer (%)		Butcher %	Trader %		
Why do you sell to them						
Selling is done in which market	Weekly.....Festival.....Distant.....					
Why do you sell in these markets						
How much quantity do you sell in each market (Kg or %)						
Is there any seasonal demand	When?.....					
Constraints during demand season						
Pricing during demand season						
Demand and supply ratio						
Any constraints faced in selling						
Any service provided by the buyer						
Do you think it is a profitable business	What are the expenses incurred during entire rearing of a single goat ?		What are the income gained/ goat?			
Want to increase/decrease flock size						
Weight gain by goat in six month						
At what age? Or weight of goat when you prefer to sell it?						

## Annex. Questionnaire 3

Value chain actor	Trader						
Name			Age		Phone no....		
Village			District				
Primary occupation			Sec. occupation				
How many days spent on goat trading							
Why you opted for trading						Since when?	
No. of animals traded/week							
From where do you source						Distance.....	
From how many farmers							
Which breeds do you procure for trading			Any specific reason for particular breed				
Other procurement preferences	Age		Male/Female	Weight.....	Others.....		
Any issues while trading							
What are the costs incurred from procurement to trading		Feed		Health/ Treatment		Vacci	
	Transportation			Other			
Who are your customers	Butchers %			Consumers %			
Are you directly selling to the consumer				What %	What % sold to butchers		
Why do you sell to them							
Selling is done in which market	Weekly.....Festival.....Distant.....						
Why do you sell in these markets							
How much quantity do you sell in each market (Kg or %)	Weekly..... Festival..... Distant.....						
At what cost goat/chevon are sold							
What are the factors that influence its pricing							
What is your pricing mechanism							
What margins do you earn with each selling (per goat)							
Is there any seasonal demand			When?.....				
Constraints during demand season							
Pricing during demand season							
Demand and supply ratio							
What is the mortality rate			Cause				
What do you do from dead goat					Is it of meat purpose or not?		
When do you market your produce							
Any value addition before selling							
Which mode of transportation used & why?							
Any service provided by the buyer							
Do you think it a profitable business							
Do you face competition with other traders also							

## Annex: Questionnaire 4

Value chain actor	Butcher				
Name		Age	Phone no....		
Village		District			
Primary occupation		Sec. occupation			
Registered/ Non registered					
How many days spent					
Why you opted for				Since when?	
No. of animals butchered/week					
Avg. selling /week (in Kg)					
Who are your suppliers?					
From how many farmers do you procure?		No. of villages/area covered with each procurement			
From where do you procure				Distance.....	
How frequently do you procure					
Which breeds do you procure for slaughtering		Any specific reason for particular breed			
Other procurement preferences	Age		Male/Female	Weight.....	Others.....
At what price do you procure					
How purchase price is determined					
What are the costs incurred from procurement to selling					
Any issues faced from procurement to selling					
When do you market your produce					
Who are your customers	Consumers /...../.....				
Are you directly selling to the consumer		What no. or %	What % sold to others		
Why do you sell to them					
Your shop is placed in which market	Weekly.....Festival.....Distant.....				
Why do you sell in these markets					
How much quantity do you sell in each market (Kg or %)	Weekly..... Festival..... Distant.....				
At what cost goat/chevon are sold (Rs/Kg)					
What are the factors that influence its selling price					
What is your pricing mechanism					
What margins do you earn with each selling (per kg)					
Do you hold the sale as per demand		Usually when		What %	
Any value addition before selling					
Is there any seasonal demand		When?.....			
Constraints during demand season					
Pricing during demand season					
Demand supply ratio					
Do you think it a profitable business		Why			
Do you face competition with other butchers also					
What is supply chain? Farmers to end users					
What do you do of goat skin?					
At peak season producers are able to meet demand of consumer?					
Meat demand is low when					
Are by products also sold? At what cost?					

## Annex. Questionnaire 5

Value chain actor	Consumer		
Name		Age	Phone no....
Village		District	
From where do you purchase meat			
How frequently do you purchase			
What quantity do you purchase (kg)			
At what price do you purchase (Rs.)			
What are your preferences while purchasing			
Any special occasion when you are looking for specific preferences			
According to occasion and preferences do you experience change in prices			By how much?
Do you purchase from any other market also		Why	
Do you find inferior quality meat sold at festive seasons?			